

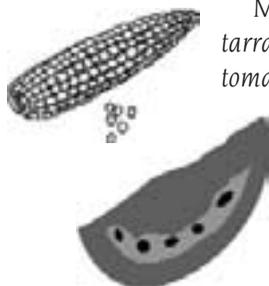
FOR MORE INFORMATION ABOUT 21 MINUTE FITNESS & WEIGHT LOSS,
OR TO SCHEDULE A COMPLIMENTARY WORKOUT, CALL TOLL FREE 866-348-4621
(866-FIT-IN21) OR GO TO 21MINUTEFITNESS.COM ON THE WEB.

Something for the Body

At 21 Minute Fitness & Weight Loss we encourage our members to enjoy healthy foods. Here's an easy, tasty summer salad to add to your menu.

Roma Tomato and Corn Salad

- 4-5 Roma tomatoes
- 2 ears fresh, sweet white corn
- 3 parts olive oil
- 1 part fresh cut basil or pinch of dry basil
- 1 part vinegar
- 1/4 teaspoon Italian seasoning
- pinch of fresh tarragon
- pinch of salt



Mix oil, vinegar, Italian seasoning, tarragon and salt with a small whisk. Slice Roma tomatoes into quarters, or thinner if size permits.

Remove corn from husk; cut corn kernels off cob. Place corn and sliced tomatoes in a bowl, pour oil/vinegar mix on top. Sprinkle in basil.

Mix for even coating and chill before serving. Makes a tasty, colorful, quick-to-prepare summer salad.



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MINUTE
FITNESS & WEIGHT LOSS™

SEPTEMBER 2004

Feeling lively, feeling healthy, feeling good

Steve Sorgatz was in a BART station when his health took a dramatic turn for the better.

"I'd been doing weight lifting regimens for years," says Steve 61, a Danville resident and commercial real estate broker. "I've always gotten the most benefit from very high intensity, few, slow reps and working until muscle failure. This is known to build lean muscle mass, which slows down the aging process. I was doing this at home on a Universal machine and dumbbells, but I was inconsistent.

"I saw a sign for 21 Minute Fitness at a BART station and I knew it was the program I had been looking for.

"A few years ago I read *Growing Old*



MEMBER STEVE SORGATZ, IN STREET CLOTHES, WORKS WITH COACH MARC CAVALLERO, ON THE TORSO ARM.

Isn't For Sissies," Steve says. "It's a photo book with biographies of people between 65 and 90, and how exercise has affected their health. I projected myself being older, and was inspired to continue to exercise regularly.

"I started exercising seriously in my early 50s. I learned that with weight training you can build lean muscle mass and gain strength, and even look better."

"Since I started this program five months ago I feel significantly stronger. I'm walking straighter and there's bounce in my step. I feel the presence of my

muscles.

"I've always been energetic, but there are fewer ups and downs now. I feel lively pretty much all the time."



GREG THURMAN

For the first time . . . convenience fitness

By Greg Thurman, Founder/Owner

Our program is ideal for busy people who want the most results from the least amount of time exercising.

It's great for competitive athletes seeking the next performance level with effective and challenging strength training, people recovering from injuries, seniors exercising to increase bone density and maintain weight, or anyone who wants to increase lean muscle mass and decrease body fat. People who have never joined a

health club or who haven't exercised for years are finding great results with our program.

Our fitness routine is safe, and it gets results. Just listen to what our member Steve Sorgatz has to say about the program and his results on page 1 of this newsletter.

Our short, intense regimen is the new fitness paradigm, truly convenience fitness. The program fits into your lifestyle; you really don't have to change your life to squeeze in a 21-minute exercise workout once a week.

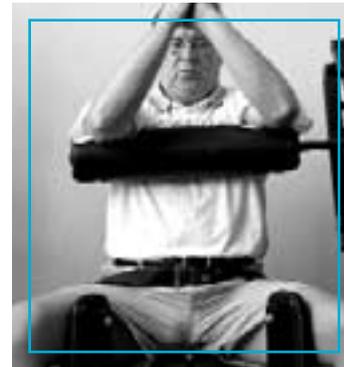
The 21 Minute Fitness & Weight Loss Philosophy

Strength • Stability • Flexibility • Endurance

Every 21 Minute Fitness & Weight Loss workout is

designed for the unique needs of members.

The MedX Core Spinal Fitness System of bio-mechanically precise, medical-grade exercise machines target, isolate, and strengthen spinal muscle groups, and promote and improve flexibility, so our members are provided with



MEMBER MARK JANIS GOES THROUGH HIS PACES ON THE COMPOUND ROW AND ABDOMINAL MACHINES.

a sound foundation for total body strength.

The 21 Minute Fitness workout is based on the High Intensity-Low Momen-

tum Technique, an advanced form of resistance strength training that has been used for decades.

Coaches instruct

members at all times in the controlled, focused, low momentum movement using the right equipment. Members gain muscle

strength while the risk of injury is low.

In only 21 minutes a week, there's never been a faster way to stay in shape!

Coach's Corner

with

ANDREW STEWART



WHAT OCCURS DURING THE INITIAL 40-MINUTE INTRODUCTORY SESSION?

The first session is an orientation.. The member is introduced to the workout, a health assessment and fitness questionnaire are completed. Then goals are set, Body Mass Index (BMI, which measures the percentage of body fat) is recorded and member questions are answered. Based on a member's fitness level and goals, a program is developed and the workout is ready to begin.

During the first session the coach takes the member through a four-machine workout, working all of the major muscles. The coach demonstrates each machine and begins to work with the member on his/her form and technique. The coach and member review the workout and the next appointment is scheduled.

HOW LONG DOES IT TAKE BEFORE I SEE RESULTS?

Some individuals report seeing results within the first couple of weeks; others say a month, some say a couple of months.

Additional benefits to the 21 Minute Fitness and Weight Loss program that members report are feeling stronger, being more alert, having more energy, and previous injuries actually feeling better.

Seeing results in the 21 Minute Fitness and Weight Loss program is different for every individual. We find that using the BMI is a great way to track your success.